CANADIAN
MOVING PICTURE
DIGEST

Vol. 22, No. 23 TORONTO 2, CANADA October 4th, 1930

M-G-M KNOWS ITS BUSINESS!

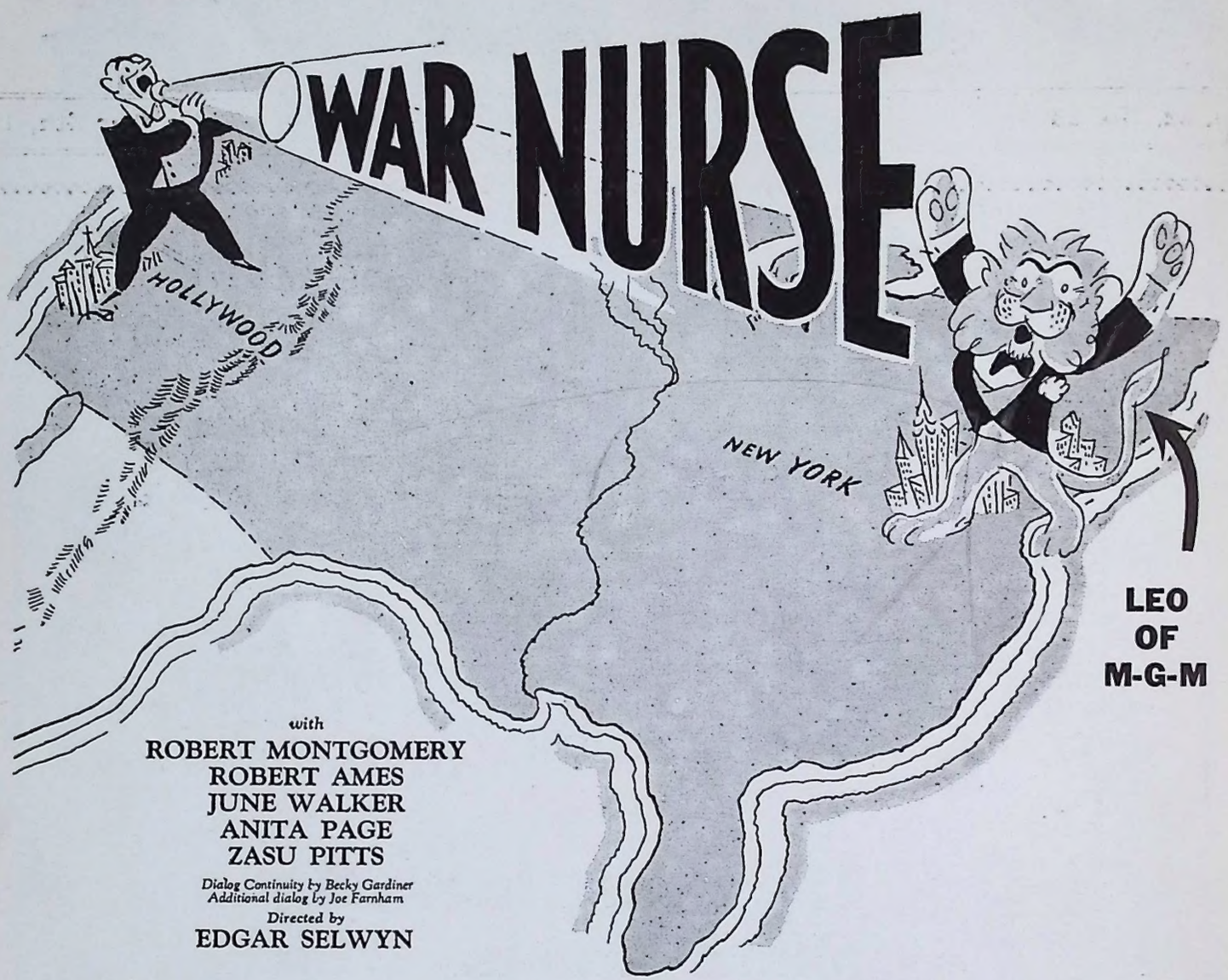
Wait till you see John Gilbert in "Way For A Sailor."

The Coast is raving about it now. You will soon join the chorus of cheers!

"John Gilbert comes through with flying colors"—*Hollywood Reporter*
"Comedy and action galore. To Gilbert goes the credit"—*M. P. News*

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

HOLLYWOOD SPEAKING!



with
ROBERT MONTGOMERY
ROBERT AMES
JUNE WALKER
ANITA PAGE
ZASU PITTS

Dialog Continuity by Becky Gardiner
Additional dialog by Joe Farnham
Directed by
EDGAR SELWYN

"WAR NURSE BEST OF YEAR. SUPERB. DESTINED FOR LONG RUNS!"—*Hollywood Daily Reporter*

METRO-GOLDWYN-MAYER

Continuing the pace which has electrified the industry!

Canadian Moving Picture DIGEST

Established in 1915 for Exhibitors
Subscription: $5.00 yearly
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RAY LEWIS
Editor and Managing Director

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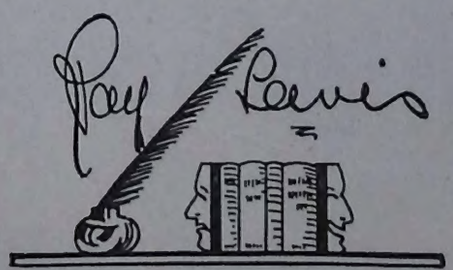
"Come Out, Old Dear!"



This is British Week in Toronto with Three British Films showing. Hurrah Investigation!

RAY

RAY LEWIS

PRESENTS

LOEW'S, Toronto, presented its new picture policy this week, opening to "turn away business," and continuing with line-ups, necessitating police supervision in order to keep street traffic in front of the theatre moving.

Banners heralded the new policy of an all-talking program, comprised of news reel, screen novelties, short subjects, and a feature, which for the opening was Joan Crawford in "Our Blushing Brides."

LESS than a block away is the New Imperial with its Jack Arthur presentation and other features, which include an orchestra, a master of ceremonies, personal appearances of stars, in addition to a big picture show; which on the expense sheet is very expensive.

Nevertheless, sizing up the programs of both houses; and the long popularity of Loew's and its management; taking into consideration that Loew's will play Metro-Goldwyn-Mayer, Fox, and United Artists features, and some of the big British talking productions, it looks as if Loew's will establish itself as the big First Run Picture House. We have said this before, but it stands repeating.

THE Show Business Arena in Toronto, key city for Ontario, and the influence of which carries weight across the Dominion, appears to have been entirely changed under the new policy.

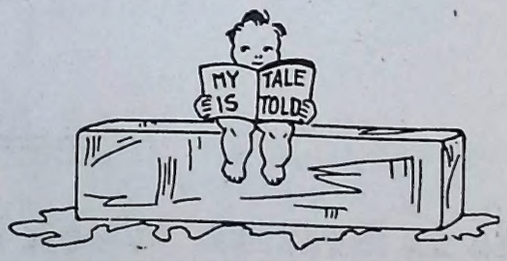
The elimination of the former Road Show plan, naturally limited Shows available for the Royal Alexandra, Lawrence Solman's house, which is now equipped for Talking pictures. But to revert back to the former picture theatre area. For many years The Pantages (now the Imperial) and Loew's adopted an accepted competitive routine, running vaudeville and pictures, Loew's being conceded to have had the better class show and location, but neither interfering with each other very much by way of getting business, and both theatres "minding their own business," as it were, in relationship to The Uptown, which gathered in its crowd, which in turn divided itself up into groups which visited both The Tivoli and Loew's.

LOOKING the Loew's audience over, one surmised that the patrons were augmented from The Uptown and The Tivoli, in addition to the regulars; but the Imperial, for its mass attendance, received a patronage which attended this particular theatre almost exclusively, being a "one-show-a-week" audience; and the "passing throng" who drifted into the nearest place, as it were. It is this audience which the new policy at the Imperial, will lose to Shea's Hippodrome, which makes The Imperial depend upon the former Uptown patronage and the Tivoli for box-office receipts; but Loew's big pictures will cut into this melon.

The Tivoli and The Uptown crowd are "two-or-three-shows-a-week" patronage, and for their vaudeville, they formerly visited Shea's Hippodrome, or Loew's. Now the vaudeville audience will only have Shea's Hippodrome to attend. The Imperial and Shea's previously had about an even advantage in quality of pictures, and were not in opposition. The change of policy gives Shea's the former Imperial patronage, while Shea's retains what it had with no advantage to The Imperial by way of a comeback.

WITH our ear to the ground, for the voice of the "groundlings" whose dimes pay for the advertising which sells Wall St. its theatre shares, one hears, "Never again for The Uptown, too depressing," and "The Imperial is a flop." The once-upon-a-time big flashes of advertising for The Uptown have faded away to an insignificant amount of space, down in a corner of the page of our daily press, enough to drive people away, for they get the impression that this theatre has deteriorated, and we humans like to chase rainbows and not clouds, we go where success beckons, and instinctively keep away, without any mental deductions, from a place where the sign of failure is registered.

The Uptown has been successfully killed, because the new policy has crashed it from first position to one of minor importance. The next move of making The Imperial a greater Imperial was certainly a policy directed to give Loew's a positive and direct opposition, but if I know anything about public reactions in connection with entertainment, it looks as if Loew's line-up will get the business with its big picture program.



"OUR BLUSHING BRIDES" with Joan Crawford is a Metro-Goldwyn-Mayer feature built for mass entertainment"—The Digest.

The Leading Attractions

Fox Features

and

Fox Movietone News

No Theatre can afford to neglect showing

Fox Box Office Stimulators

And any Theatre showing FOX FEATURES need not fear competition of any nature.

FOX FEATURES and FOX MOVIETONE NEWS

are being acclaimed by audiences throughout the world, and are the

Leading Attractions at the Leading Theatres

Fox Film Corporation

HARLEY L. CLARKE, President

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

"ATLANTIC"

Sails the Dominion to Phenomenal Success

The Talk of Every City
Where It Has Played

Opened Friday, October 3rd

Tivoli	**Toronto**	**Packed Business**
Two weeks	-	Vancouver
One week	-	Winnipeg
Two weeks	-	Montreal
One week	-	Ottawa
One week	-	Hamilton

Other Key Cities Across Dominion

The Best British Talking Picture Ever Made

and

Rivalling the Best Product Upon the Screen

British International Pictures Ltd.

Distribution through Regal Films Limited

Now Ready for Release

Another Sea Thriller

"The Hate Ship"

From the Novel by Bruce Graeme

Directed by Norman Walker

Featuring

Jameson Thomas - Jean Colin

Jack Raine and Henry Victor

Mystery - Intrigue - Romance

"A floating palace upon serene waters, with Lucifer at the helm."

COMING

"Loose Ends"

From the Play by Dion Titheradge

with Owen Nares and Edna Best

Supported by an English Cast of Famous Artists

Daily Film Renter:—"The kind of stuff that never fails to register a success."

Daily Telegraph:—"Admirably finished — faithfully recorded — splendidly reproduced."

Daily News:—"A triumph for British films."

British International Pictures Ltd.

Distribution through Regal Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

ANNOUNCING

7

Spare Parts Depots

HALIFAX
MONTREAL
TORONTO
WINNIPEG
REGINA
CALGARY
VANCOUVER

A Sound System.. for Smaller Theatres

PATRONS of the smaller theatres are demanding the same quality of sound picture reproduction as found in the larger city houses. To meet this situation the NORTHERN ELECTRIC COMPANY has developed a sound system particularly suited to this class of theatre.

This new sound system is in every respect equal to the larger systems as to quality of reproduction. But the price is so low that managers of the smaller theatres cannot afford to pass-up such an opportunity for serving their public . . . **only $4,700** Owners have the option of paying for their equipment on the easy payment plan.

The low amount charged does not in any way reduce the service which the NORTHERN ELECTRIC COMPANY renders. But it includes a

- Thorough acoustical survey.
- Complete installation by experienced staff.
- Complete set of spare parts.
- Full insurance on equipment.
- Publicity helps, cuts and lobby plaque.

A regular service inspection at the small weekly charge of $15.00. This inspection in no way differs from the service rendered to the larger theatres. There is always a staff of trained engineers on duty day and night to help you in any emergency. Their motto is "The Show must go on."

The small equipment is adaptable to 25 cycle current without additional charge.

This proposition will add many dollars to your box office receipts.

RESEARCH PRODUCTS SALES DEPARTMENT

637 CRAIG ST. WEST

MONTREAL

Northern Electric
The VOICE of ACTION
SOUND SYSTEM

WESTERN ELECTRIC IN U. S. A.

Canadian Government Investigation

U. S. Publication Likens Canadian Government to a "Barker," and Canadians, as "Natives Applaud This Patriotic Manoeuvre"

THIS INDUSTRY has always said that the Independents have been their own worst enemy.

Tom Brady, Sr., who now belongs to that long list of old showmen, who have long since passed into that land of Many Yesterdays, was wont to say, "You cannot get the exhibitors to stick together."

IT SEEMS curious, that in this Industry, the only units who have stuck together, have been the producer-distributors, to all outward appearances at any rate; and where their individual interests have not clashed.

At one time the Motion Picture Theatre Owners looked as if it would have its own way. A sufficient number of powerful leaders solidified the exhibitors with smaller holdings; and even if "bribery and corruption" was rife, still the power of the leadership made the independent theatreowner a force to contend with, and to conciliate.

IT IS through such conciliation that several of the important units learned how to do business with independents, the value of such business, not only by way of revenue, but through good-will.

Such companies today enjoy a degree of confidence in respect to Independent trade; and these are the companies, which in the final shakedown will continue to do business; and reap in the rewards for any service which they have given.

THE MILLS of the gods, in their grinding process, grind slowly for evil, or compensation, if you prefer that word, but they also grind out rewards which are coupled with service.

The Independents know who is their oldest and most persistent enemy. They know who has always refused to submit to any terms, but best terms for themselves.

They know who has always looked upon them as a "bunch of shysters" and treated them accordingly. They know the name of the company from whom they have taken "bitter hemlock" ever since they entered the theatre field; and many an exhibitor has letters filed away from this same company, threatening letters, written with the brazen indifference to consequence, or ignorance of the law in such matters, letters which informed the exhibitor that he would play this company's pictures, at the price which this company demanded, or the exhibitor would have a theatre built in opposition right next door to him.

"A LEOPARD cannot change its spots;" and a company which does business in its own country; and in every country it enters in this same "bull-dozing and arrogant" manner is not a company to depend upon.

Paramount-Publix has built up a market value for its shares, through hundreds of thousands, nay millions of dollars of the public investor's money, to "play Wall Street at a profit, but it has not built up any good-will in the Industry of Motion Pictures, either in its own country, nor in foreign territories, either with the big companies, or with the lesser ones, in producing, or distributing, or exhibiting.

THERE is too much of the Prussian spirit about this company to make friends. They know everything; and what is the greatest evil of all, they are satisfied with what they know: and no one can teach them anything, because no one in their organization has the courage to be human, since the humane element in the business of this company is an indication of inferiority.

Therefor good men, useful men, men of initiative, men who have the courage of their convictions, resign through a desire to save their very souls, or they remain to become just Robots.

CANNOT Paramount-Publix sense its unpopularity? In England, exhibitors are endeavoring to prevent this company from securing building permits. In England there is a boycott against the Paramount product.

In Canada we now have a Government Investigation of this company, through Famous Players Canadian and its subsidiaries.

AUSTRALIA, New Zealand have legislated against the entire American Film Industry on account of Paramount-Publix and its World Film Monopoly motivation.

In theatres all over the world, as well as the theatres of Canada, reports come of "stink bombs" and more dangerous weapons of attack, used to bomb out Independent theatreowners.

THERE has been an attempt to blame this trouble upon Labour, but it is rather curious that Labour should determine to strike at the little fellow, the independent, while the Big Theatres remain unmolested.

Word has reached The Digest, that in Canada, so many accidents have happened to the film of the smaller exhibitor, so many small fires have occurred in the theatres of the smaller exhibitors, and bombs have been his exclusive share also, that Labour is determined to organize itself into a committee, in order to protect its own name; and to reveal the power back of these theatre outrages and accidents.

YOUR editor has sat in consultation and conference with many exhibitors from across Canada, who cried out against the iniquity of the Paramount-Publix and its subsidiaries. The Digest has witnessed men weep against insult and against a business wreckage and slaughter, launched against them by Paramount, because Paramount was not satisfied with a fair and legitimate profit, Paramount wanted the exhibitor's very theatre, his very soul.

The Digest has co-operated with exhibitors in forming associations for their protection and preservation, The Digest has travelled with exhibitors across Canada and the United States, to England to help save their theatres and their independence; and the company against which there has been the greatest cry, the company which has been the father of the annihilation of Independence in the Film Industry has been acclaimed as Paramount.

THE Canadian Government has appointed a Commission to investigate Paramount Publix-Famous Players and subsidiaries, in order to keep the Independent theatreowner and producer in business.

The exhibitors know who was their chief persecutor when they had their poster exchange and formed their co-operative booking organization. The exhibitors know that Paramount will not sell the Co-operative its pictures.

THE exhibitors know that certain fire regulations have been introduced which will put many of them out of business within the year; and they also know who was the inspiration of such regulations.

"OUR BLUSHING BRIDES" Metro-Goldwyn-Mayer's Joan Crawford feature is the fashion plate of the screen."—The Digest.

Will Independents Be Independent?

Last Chance to Save Canadian Screens From Paramount-Publix Control

The exhibitors have all the information necessary to protect their interests. They have the Canadian Government supporting them in their demand for protection. Will they avail themselves of this opportunity? Will they co-operate with the Government to rid themselves of "the stranger within their gates" who remains a stranger? Will they be kidded as being "natives"?

VARIETY, in commenting upon the investigation, wonders if the Independents will take advantage of this opportunity to deliver themselves from bondage? Variety adds pessimistically that the Independent will not speak. Now is the time, or forever hold your peace.

WILL the Independent theatreowners help? Will they protect their present, for its neglect means that there will be no theatre tomorrow for them.

THE Hon. R. B. Bennett, Prime Minister of Canada, as Opposition Leader, revealed his desire to protect the screens of Canada. He stated the advisability of a Government investigation; and when he received the power to determine such an investigation, he instructed it to proceed.

The Independent theatreowners have the Prime Minister of Canada to depend upon for their protection.

The minority shareholders, of which there still remains close to fifty percent, Famous Players Canadian Corp., have the Prime Minister of Canada willing to listen to any petition they may present to him wherein the shareholders feel that they have not been fairly dealt with.

THE DEAL, whereby Paramount Publix secured control of the Famous Players Canadian Corp., not only "smelled to heaven," but The Street in Montreal and various reliable financial papers contracted their nostrils in order to avoid the "smell of its corruption."

Men, possessed of millions lied with such effrontery that one might be led to believe that Justice was not only blindfolded, but rendered deaf and dumb by the power of the Almighty Dollar.

CANADIANS who wrote their protestations almost hysterically across the questionnaire sent out to them, that they did not desire any but Canadian, or British control for those theatres in which they had invested, were ignored through that lawless principle that "possession is nine-tenths of the law."

No wonder the Paramount-Publix laugh at British Justice, since this company has been allowed to commit an offence against Minority Shareholders, which must establish a precedent for other companies to follow, if our Government permits the Paramount-Publix control of Famous to stand.

WHAT incentive have Canadians to invest in a Canadian company, to build up Canada and the Empire, if the directors, or those who have pledged Canadian control, can sell us out to foreign interests and dictate the terms even at which we must sell?

Such a method of doing business gives Canada and British Justice a "black eye," for such proceedings were permitted to be transacted upon Canadian and British territory.

CANADIAN shareholders were forced, through a fear of losing their investment, to convert their Canadian stock into Paramount Publix stock, in other words these Canadians have furnished Paramount Publix with an added capital to put Canadians out of business, theatre-owners, producers, distributors or such newspapers who will not betray their nativity, nor their God-Given Right to function as free humans.

CANADIAN shareholders, who converted their Canadian stock into Paramount Publix, through the deliberate "steal" of the company; and The Digest can prove what it claims, have furnished Paramount Publix with long-range guns with which to fire upon the Mother Country now rallying her forces to protect her British Film Trade throughout her Empire.

We are called Patriotic in a tone of scorn because we stress the British angle in our battle cry for Empire Film Liberty and the right to trade in films, to protect British Screens within our British Territories.

A contemporary American Film Trade publication, editorially states, upon learning of the Canadian Government Investigation:

"The Canadian government announces with the fervor of a barker that it is going to launch an inquiry into the film industry of the Dominion. Meaning, boiled down, that it is peeved because Paramount bought out the Famous Players chain there. The entry of a "foreign" company was an intolerable situation. With a grand gesture it embarks on its probe—and the natives applaud this patriotic maneuver. It's big-time stuff."

WE have no criticism to offer for this editorial comment. This paper has evidently been advised that our patriotism is directed against the U. S. But this is incorrect. The fight of the government investigation is as much of a protection for the American Film Industry as it is for Canada. With Paramount Publix in control of Canada, distributors will be obliged to ask Paramount Publix if they can come into Canada to do business. Producers complained that conditions were bad previously, since Famous Players controlled Canada, but this was at least Canadian-control, and with no producing unit tied up with the company to absorb the best play dates of Famous Players at the best prices, to the disadvantage of all other Film buying.

TO-DAY it is Paramount at all theatres under Paramount control; and Paramount will be the only company in Canada which will have all of its product played, with whatever is left out of a total of 156 first run showings in Toronto, to be divided among all the other distributing units including British productions.

Yet Famous has contracted for Fox, Warners, R. K. O., Universal, etc. How can Famous absorb its contracts? It cannot and knows it cannot; and if the producers complain, well, you know the answer as producers.

IF Paramount was able to take a million and a half out of Canada in film rentals, etc., during 1930, you can add another million to this sum for the year ending under the control of Famous Players by Paramount.

EXHIBITORS are requested to send information to The Digest. All correspondence will be held confidential. Help the government in its investigation. Help British Justice to accomplish successfully an investigation to free the Film Industry from Paramount monopoly in Canada, the reaction of which will not only help the entire Film Industry in the Empire, but in all those countries where the screen is the popular entertainment of the people. Help Canadians to keep the active control of their own theatres. —RAY LEWIS.

"Atlantic" Makes Tremendous Hit at Tivoli"—Packed Business!

Universal Completes Program

Universal announces the completion of its schedule of twenty big pictures for the coming year. By the purchase of novels, plays and original stories, the tentative plans announced last May have now been rounded into a completed program. Furthermore, as the season opens in September, Universal finds itself in the favorable position of having completed the production of a little more than fifty percent of its featured product for the entire year.

Greek Theatre St. Thomas

Board of Alma College have completed a Greek theatre, which is built on the college grounds in a ravine. It has a depth of 150 feet and seats hundreds of people on the hillside.

The theatre was opened on the occasion of the visit of several hundred commissioners of the General Council of the United Church of Canada.

Controversy Continues

There have been no further results in the controversy between Famous Players Canadian Corporation and the Musicians Protective Association. The dispute arose over a contract which the manager of the Capitol Theatre, Montreal, refused to sign. After two weeks of unsuccessful negotiations musicians in the Imperial, and Loew's gave notice that they would leave, doing this in sympathy with the men at the Capitol.

New Policy for Fox Theatres

The Fox Theatres Corporation after carefully surveying motion picture advertising has given instructions to its house managers to drop all forms of advertising except newspaper space. This, however, does not mean that there will be a decrease in the Fox advertising, as they have instructed the managers to use the same amount of advertising.

New Installations

The De Forest Phonofilm have just added two more theatres to their list of installations. The Crystal Palace Theatre, Montreal, Que., and the Alhambra Theatre, Ste Agathe des Monts. The Alhambra Theatre replaced their other sound equipment by the De Forest Phonofilm.

Peace Reigns

Managers of the theatres involved in the musicians' strike, Montreal, Que., state that there has been no disorder from these men. Trouble was anticipated and there were Constables stationed near the Palace, Capitol, Loew's and Imperial Theatres, but the precaution was unnecessary.

Theatre Broken Into

The Bloor Theatre, Toronto, Ont., was broken into. The police found that the safe, although turned over on the floor, was left intact. The theatre was ransacked, but it is thought as yet that nothing had been stolen.

Mike Goodman Proud Father

Mike Goodman, manager of RKO Winnipeg Theatre, Winnipeg, is smiling these days. The reason is a baby girl, eight and one half pounds, born to Mr. and Mrs. Goodman, in Vancouver, B.C., September 16th. Mr. Goodman fully expects that the young lady will grow up to be a future motion picture queen.

FOR SALE

Pacent Disc Equipment in perfect working order, now in operation at the National Theatre, Toronto. An ideal Equipment for a small house. Can be seen and heard any time at the National Theatre. Write above Theatre or phone Gerrard 1305.

FOR SALE

200 Folding Theatre Chairs, cheap.
FRANKEL BROS., LTD. (Salvage Department)
Don and Eastern Ave. - Gerrard 4100
TORONTO, ONTARIO

Quality That You Should Not Overlook!

Motiograph Model H Mechanisms—with the heavy, smooth construction, five inches of light film tension, ball bearing double bearing hardened movement, and the patented rear cylindrical ball bearing shutter that eliminates 62% of the usual heat from the film, parts and lenses, and gives 20% more light.

Motiograph Low Intensity Reflector Arc Lamps—For Motiograph, Simplex or Powers Projectors. Beautifully constructed, perfectly designed, operate with excellent results, with freedom from trouble or repairs. Massive lathe bed type construction, full protection for working parts, full 16" carbon trim, insulated reflector cradle and many other exclusive features. And the price is less than most similar lamps on the market.

Cont-El-Arc Motor Generator Sets, in all sizes to handle any arc amperage. The finest set that money can buy, reasonably priced, and guaranteed to give years of trouble-free satisfaction.

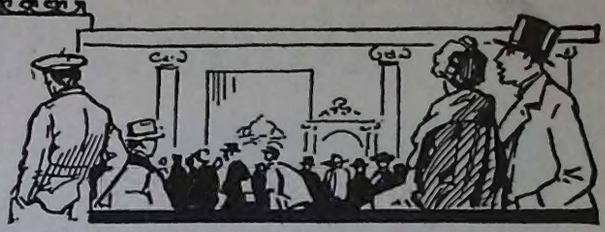
Vocalite Glass Bead Sound Screens, the perfect screen for maximum results on both projection and sound. Materials that last for many years. No rubber or other heavy material to muffle the spoken voice. A clear white surface that gives full color values on colored films. Not expensive to buy.

Ask or write for a copy of our Junior and Senior Sound Equipment Folder, free for the asking. The very finest talking picture equipments for Motiograph, Powers or Simplex, high class apparatus already giving perfect results, at a price that you can afford to pay.

"Courtesy With Service"

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Show Business



The Federal Theatre, Limited, Toronto, is completing the erection of the handsome house on Yonge Street, North Toronto, which is to be known as the Hollywood Theatre.

Mrs. Clare Sullivan has been appointed secretary of the Montreal Film Board of Trade in succession to Miss Helen Channing. Mrs. Sullivan has had considerable experience in the work. As Miss Foley, she was formerly secretary at Omaha, Nebr., and more recently secretary of the Buffalo Film Board of Trade.

The staging of any performances by outsiders in the hall of any school in Ontario which receives a yearly grant from the Provincial Government has been prohibited by the Ontario Department of Education. This step has been taken to protect theatre owners who pay a substantial license fee each year for the privilege of giving film or other performances. As practically all schools receive the grant, the order is sweeping in character.

This order is in direct contrast to the situation in Quebec where the Roman Catholic authorities extended the use of their schools for moving picture shows when the Quebec Government banned the admission of any child under 16 years from all theatres where films are presented.

Daylight Saving was wiped out for another year in Eastern Canada on September 27 when residents of the few remaining cities where it persisted turned back the clocks, these being Toronto, Montreal, Ottawa and Hull. Other cities had dropped summer time as early as one month previously. All Western Canadian cities had maintained standard time throughout the summer.

Manager Maxwell has closed the Model Theatre, Owen Sound, Ontario, after five years and has opened a miniature golf course instead.

Henry A. Morton, veteran exhibitor of Western Canada, has leased the Strand Theatre, Main Street, Winnipeg. He also now has the Garrick and Rialto Theatres, Winnipeg, and the Tivoli Theatre, Saskatoon, Sask.

The Perkins Electric Company, large Canadian distributor of theatre equipment, has moved from 21 Wilton Square to 277 Victoria Street, Toronto, occupying large quarters in the Film Exchange Building.

The Windsor City Council has granted an important concession to the local miniature golf proprietors in extending the privilege of operating on Sundays but has imposed an annual license fee of $100 for each course. Exhibitors are kicking because theatres are compelled to close on Sundays.

The strike of the musicians at the Imperial Theatre, Montreal, anticipated the dropping of vaudeville there by only three weeks, it is intimated by Manager Howard Conover. Therefore the "strike" is permanent and no negotiations for the return of the orchestra are being made.

When "The Dawn Patrol" was on the screen of the Tivoli Theatre, Toronto, week of September 20, a small blimp was anchored to the roof of the theatre, the manless airship bearing the title of the feature. Manager Jimmie Lynch arranged the rather startling stunt.

The annual Midnight Frolic of the Ottawa Kiwanis Club was presented simultaneously by Manager Ray Tubman at the Regent and Manager P. J. Nolan at the Avalon Theatre, both being prominent Kiwanians. Special programs were arranged and all proceeds were placed in the club's charity chest. The double Frolic was staged September 26, after the regular performances.

Manager T. H. Moorehead of the Capitol at Brampton, Ontario, presented a local topical reel showing the final game for the lacrosse championship of Canada which was won by the Brampton Excelsiors. For the showing he invited all three local lacrosse teams as his guests. The Capitol was packed during the run.

(Special to Digest from Winnipeg)

The power of a theatre in Canada to accelerate the wheels of industry and bring prosperity is to be demonstrated in every large city in the Dominion during Canadian Prosperity Week, October 11 to 14.

In Winnipeg, the prosperity drive will be in charge of H. M. Thomas, Western Division Manager of the Famous Players Canadian Corporation. Leading theatres in the city will assist through publicity in newspapers, on the screen and in a monster street parade to emphasize the fact that prosperity of Canadians is in their own hands.

The movement for a Canadian prosperity week has impressed Premier R. B. Bennett, who has delivered a movietone message. The Premier's personal message will be delivered visually and verbally at more than 150 theatres throughout the Dominion the week preceding Canadian Prosperity Week.

Theatres are institutions for the moulding of public opinion," Mr. Thomas said in discussing the plans which are being undertaken in celebration of the Prosperity Week in Winnipeg.

"It is fitting that the theatrical industry should contribute to the material as well as the mental welfare of the people of Canada. Theatres are an essential part of each community. Canadian Prosperity Week will demonstrate how effective theatres can be in the drive for prosperity.

"In Winnipeg alone, a conservative estimate places the weekly attendance at theatres at 125,000. This large part of Greater Winnipeg's population is an important audience for the message of Canadian Prosperity Week."

Speaking of the parade which will be held in Winnipeg, Saturday, October 11, Mr. Thomas said it would be of an unusually interesting nature. One of the features will be floats showing Dominion and Winnipeg manufactured products. Individual theatres will contribute floats that will enhance the interest and beauty of the demonstration.

Support of Winnipeg and Manitoba public bodies and organizations are assured for Canadian Prosperity Week, Mr. Thomas concluded.

Round About the Studios

Greta Garbo, whose next picture for Metro-Goldwyn-Mayer will be "Inspiration."

Douglas Fairbanks got two things done this week. First he heard a production rehearsal of Irving Berlin's new songs composed for "Reaching For the Moon," new Fairbanks film in which Bebe Daniels is leading lady. With full orchestra on hand and Alfred Newman conducting, Mary and Doug sat down with Director Edmund Goulding, dialogician Elsie Janis, and Sol Lesser, William Cameron Menzies and Maurice Kussel. Irving Berlin sang his new songs: "Little Things In Life," "It's Yours," "Reaching For the Moon" and "High Up and Low Down." Miss Daniels rehearsed a song. Everybody had a good time.

Toward the latter part of the coming week Charley Chase will start his next comedy. As yet it is untitled, but it concerns a singing troubadour. Charley and his three crooning buddies are stationed behind the front in this comedy and there they make life merry for the rest of the privates. When a member of the quartette is transferred to another section Charley has to resort to the German lines for a tenor. It is immaterial as to what language they sing, as long as they harmonize. This is the fourth of his Hal Roach M-G-M comedies for the current season.

"Sheep's Clothing," Radio Pictures' melodrama of the sea, presents one of the smallest yet one of the greatest casts ever assembled for a talking production. Louis Wolheim is featured, supported by Mary Astor, Ian Keith, Hugh Herbert, and Russell Powell, who played the Kingfish in "Check and Double Check," Amos 'n' Andy's first talking picture.

Leo Tracy has been signed by James Cruze Productions for a leading role in "She Got What She Wanted," the first Tiffany special under the direction of James Cruze.

The cast of "She Got What She Wanted," includes Betty Compson, Gaston Glass Alan Hale and Dorothy Christy, the story is adapted from the stage success of the same title by George Roesner.

Stomp N. Sellit, latest colored comedian "find" of the talkies, was reared with Stepin Fetchit in New Orleans. The two played in a number of minstrel shows together before either so much as thought of working in a motion picture studio. "Stompie" has one of the featured roles in "Pardon My Gun," Pathe's romantic comedy of the Great Open Spaces.

Amos 'n' Andy have gone the complete social rounds of Hollywood, Beverly Hills, Malibu Beach and other film colonies during the filming of their first talkie, "Check and Double Check" at RKO Radio Pictures' studio. Now they are getting to the outlying districts. The other night they were guests at the ranch of William S. Hart, near Saugus.

Universal announces that the title role of "Dracula" in Bram Stoker's mystery thriller has been awarded to Bela Lugosi, who originated the role and played it for two years on the stage. Tod Browning will direct..

Comedy and drama alternate in "Night Work," Eddie Quillan's latest Pathé vehicle in which Sally Starr is the entrancing leading lady.

In keeping with their endeavor to retain the color of "Charley's Aunt," most famous of all English parlour comedies, Columbia Pictures this week added Halliwell Hobbs and Flora Le Breton well known British players, to the picture's cast. The production is an adaptation of the stage play that created a sensation when presented here and in England. Several years ago "Charley's Aunt" was picturized in silent version and served as a vehicle upon which Syd Chaplin soared the heights of fame. Listed as one of Columbia's Extended Run Giants, the audible "Charley's Aunt," is being brought to the screen under the direction of Al Christie.

Ernesto Vilches, distinguished Spanish dramatic star, has been signed for another Spanish talking picture by Metro-Goldwyn-Mayer. Famed in Latin-America as a character star, particularly of weird roles, Vilches was obtained by M-G-M to star in the Spanish version of "Mr. Wu," playing the part enacted in silent films by Lon Chaney under the direction of Nick Grinde. His new production will be announced shortly.

Metro-Goldwyn-Mayer has completed selection of a cast for its picturization of Elizabeth Maddox Roberts' recent novel, "The Great Meadow," a story of Kentucky in pioneer days.

Charles Brabin will direct this production, which is planned as one of the outstanding pictures on the new season M-G-M schedule.

With Universal's chapter play, "The Indians Are Coming," with Tim McCoy and Allene Ray, achieving first-run theatres throughout the country, it is of interest to note that Universal's second all-talking serial, "The Spell of the Circus," has just been completed. This chapter-play features Francis X. Bushman, Jr. and Alberta Vaughan. It is said to be a worthy successor to "The Indians Are Coming."

Robert Z. Leonard, whose last picture was Norma Shearer's "Let Us Be Gay," arrived in New York last week. There he will meet Marion Davies on her return from Europe and will make scenes in the East for Miss Davies' newest Metro-Goldwyn-Mayer film, "Rosalie." This is an adaptation of the Ziegfeld musical success of the same name, and members of the supporting cast have not yet been selected.

George Marshall has been assigned to direct the next "Nick and Tony" short comedy at RKO Radio Pictures' studio, according to Louis Brock, producer of the series.

The picture, which stars Henry Armetta and Nick Basil, is called, "Hi, Diddle Diddle."

"The Love Trader," Tiffany's story of the South Seas has been completed, and is now in the cutting room. The cast includes Leatrice Joy, Noah Beery, Roland Drew, Chester Conklin and Barbara Bedford.

"The Love Trader" was written by Harold Shumate and directed by Joseph Hennaberry.

Dorothy Grainger, one of the youngest juvenile leads in Hollywood, will next be seen with Charley Chase in "Looser Than Loose," for Metro-Goldwyn-Mayer.

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